



## **EXECUTIVE DIRECTOR/STAFF REPORT: September 2008**

- **Visitor Guide Fulfillments** Mail: 771 Email: 1,102
  - Tour Texas – 171
  - Southern Living – 220
  - Home & Away – 38
  - Texas Journey – 1
  - Texas Monthly – 4
  - TTIA – 6
  - See Texas First – 330
  - AAA Journey – 1
  - See Texas First e-brochure – 1,070
  - Tour Texas (PDF) – 32
- **Convention Groups Serviced:** NCAA College Cup, USA Hockey, Texas Podiatric & Fee Appraisers
- **Site Inspections:**
  - Alliance Hockey at Embassy Suites & Conference Center
  - Tenet at Sheraton
- **Meetings/Events Attended:**
  - DFWATC Sports Committee Conference Call & Marketing Meeting
  - Sunrise Rotary
  - Contract Sales Interviews
  - Dealey Group – 2009 Official Visitors Guide & Meeting Planner Guide
  - DFWATC & Restaurant Association Meeting
  - Winter Games Meeting
  - Youth Explore Sports Advisory Committee
  - Leadership Empowerment Luncheon at DBU
  - CVB/Hotel Partners Quarterly Meeting
  - CVB FY09 Sales Goals
  - CVB New Board Orientation
  - ACOM Conference Call
  - Vendor meeting for Promotional items & Presented to CVB Staff
  - Comfort Suites - Hard Hat Tour & Reception
  - USA Hockey National Meeting to Review Contracts
  - MPI/JPA Committee Meeting
  - MPI D/FW Chapter Networking Luncheon
- **Presentations:**
  - Bayer HC w/Lunch

- Frisco Lakes
- Raytheon w/Breakfast
- Monthly Report to City Council
- **Sales Missions/Travel:**
  - Oklahoma City, OK – GLAMER Show & Sales Calls
  - Tulsa, OK – Sales Calls
  - Corpus Christi, TX – TSAE Annual Conference
- **Special Projects:**
  - Frisco Fall “FAM” scheduled for October 17-19 (Planners & Media)
  - Starting the process w/GSA for special review to increase government rates in Collin County
  - Schedule appointments for October Local Corporate Sales Mission
  - Meetings Quest Pre-mailer
  - Researched Housing Programs
  - Mailed Save the Date for Holiday Motorcoach Site Visit
  - Researched holiday activities for visitors (Thanksgiving & Christmas)
  - Leadership Frisco (Jennifer Kimble)
  - Industry Certifications for Staff (*on going*)